

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF:)
DAVID GOTTHARD)
SERIAL NO. NOT YET ASSIGNED)
FILED: CONTEMPORANEOUSLY HEREWITH) GROUP ART UNIT NO. 2632
TITLE: REMOTE CONTROL ELECTRONIC)
DISPLAY SYSTEM)
EXAMINER: JULIE LIEU)

AMENDMENT A (Preliminary)

Commissioner of Patents
and Trademarks
Washington, D.C. 20231

Sir:

Prior to examination, please amend the above-entitled application as follows:

IN THE SPECIFICATION

Page 3, please delete page 3 in its entirety;

Page 3, before line 1, please insert the following new paragraph:

--- RELATED APPLICATION

This application is a continuation of my utility U.S. patent application Serial No. 09/295,894, filed April 21, 1999, for Remote Control Electronic Display System and which was, in turn, a continuation-in-part of my U.S. utility

patent application Serial No. 09/132,456, filed August 11, 1998, for Remote Control Electronic Display System and which was, in turn, based on and derives priority from then co-pending U.S. provisional patent application Serial No. 60/083,597, filed April 30, 1998, for Remote Control Electronic Display System. ---

Page 16, line 8, delete "and";

Page 16, line 11, delete the period [.] and insert therefor --
- ; and ---;

Page 16, after line 11, insert the following new paragraph:

--- Figure 14 is a vertical sectional view showing the relationship of the display panel and a transparent cover plate therefor used in the system of the present invention. ---

IN THE CLAIMS

Please amend Claims 8-13, 17, 18, 19 and 20 as indicated on the following pages.

Claims 14-16 are resubmitted and are represented herein for the convenience of the U.S. Patent and Trademark Office.

Please add the following new Claims 21-35.

Please cancel Claims 1-7 without prejudice.

8 (Once Amended)

A display sign capable of generating a display [based on electrical] from electronic signals generated and transmitted to said sign from a remote source, said display sign comprising:

- a) an outer housing having an interior compartment and being operated at any of a plurality of fixed locations;
- b) a relatively thin high definition and high resolution display panel on said housing and being observable to a group of viewers [viewer];
- c) self-contained computer controlled processor means [within] associated with said interior compartment of said housing and receiving [an electrical signal] electronic signals from a remote source representative of the [display] displays to be generated, said processor means causing generation of [that display on] displays in the display panel based on the [signal] signals received from the remote source for display of advertising information and other information which may be related to products or services.

9 (Once Amended)

The display sign of Claim 8 further characterized in that said display sign is self-contained to be able to generate a plurality of different displays stored in a storage of said processor means

and said displays are static and which may be sequentially displayable.

10 (Once Amended)

The display sign of Claim 8 further characterized in that said [display panel is a] relatively thin flat panel plasma operated display [screen] panel is protected by a transparent cover plate.

11 (Once Amended)

The display sign of Claim 8 further characterized in that said housing is provided with internal ventilating means to control heat generation by providing for heat dissipation and to reduce condensation which might form therein [form].

12 (Once Amended)

The display sign of Claim 11 further characterized in that [said ventilating] means [comprises air inlet means and separate air outlet means and separate fan means for moving air through] is provided on the rear of said housing to mount the housing to a fixed support without placing undue stress on the display panel.

13 (Once Amended)

The display sign of Claim 8 further characterized in that [said display panel forms part of] a self-contained [computer controlled flat panel display screen assembly] power supply is

located in the interior compartment of said housing for operating said processor means.

14 (Resubmitted)

The display sign of Claim 13 further characterized in that said processor means contains a memory with size sufficiently large to contain all of the information necessary to sequentially display a plurality of stored displays.

15 (Resubmitted)

The display sign of Claim 8 further characterized in that a protective transparent cover plate extends over said display panel and spacer means holds said cover plate in spaced apart relationship from said display panel and provides an air gap therebetween.

16 (Resubmitted)

The display sign of Claim 8 further characterized in that said housing is maintained on a back support plate, said support plate having an outward projection which extends into said housing, said projection being located to receive a backing pin extending through a side wall of said housing and into said projection to secure said housing to said support plate and prevent unauthorized access to said housing.

17 (Once Amended)

A display system for generating a display on a display sign and enhancing the image of the product or service which may be displayed thereon, said display system comprising:

- a) an outer housing;
- b) a display panel on said housing and being observable to a viewer; and
- c) a dedicated computer [processor] means in said housing and dedicated only to the operation of said display sign, said computer means operating on the basis of a series of sequential programmed instrucitons at a predetermined time or on a real time basis, said computer means [and] controlling the display presented on said display panel, said [processor] computer means capable of altering the direction and manner in which a display is generated on the screen and [to provide] capable of providing enhancement of any display on the display panel and thereby enhance the image of any product or service displayed [thereon] on said display panel, said [processor] computer means also being capable of providing animation to a displayed product or service to increase consumer appeal to the displayed product or service.

18 (Once Amended)

The display system of Claim 17 further characterized in that said housing is mounted on a stand which has shelf space for holding a product of the type being displayed on said display panel or printed information on a product or service of the type being displayed thereon.

19 (Once Amended)

A process for generating a display on a display sign from a remote source, said process comprising:

- a) providing a flat panel display member having a high resolution display screen at a location having viewing accessibility;
- b) generating a display at a remote source and converting the display as generated to equivalent [electrical] electronic signals representative of a plurality of individual displays;
- c) transmitting said [electrical] electronic signals to a dedicated processor at said display [panel] member and operating said display [panel] member; [and]
- d) causing generation of a plurality of individual successively presented displays [display] on said display [panel] member based on the transmitted [electrical] electronic signals[.] ; and
- e) positioning the display sign at a generally fixed location for displaying of advertising or other information to a group of people simultaneously without need for electronic networking.

20 (Once Amended)

The process for generating a display of Claim 19 further characterized in that said process comprises generating the display

from a plurality of sources including scanning of pre-generated material to obtain an image therefrom and generating the electronic signals therefrom.

21 (New Claim)

The process for generating a display of Claim 19 further characterized in that said process comprises presenting wide angle viewing with said display member, such that a group of people can readily and easily view the display member from a wide array of viewing angles.

22 (New Claim)

The display system of Claim 17 further characterized in that said display system comprises means for enabling live interaction between a potential purchaser and an offeror for such product or service.

23 (New Claim)

The display system of Claim 22 further characterized in that said live interaction is telephonic communication.

24 (New Claim)

A display sign for generating a [static non-continuous] display in the form of successively displayed individual [fixed] images at a generally fixed location, said display system comprising:

- a) an electronically operable flat panel display member with wide angle viewing for displaying of advertising and other information to a large group of people simultaneously at a public facility;
- b) self-contained and dedicated computer operated processing means in said display sign for generating a plurality of individual displays from electronic signals representative of the plurality of displays and which are delivered from a remote source; and
- c) memory means in said display sign forming part of said processing means and storing information delivered from a remote source in digital signal format as digital signals and allowing the digital signals to be reconverted to visible images which are statically displayed at the display sign enabling advertising and other information to be presented for promotion of products or services on a large screen format, and where a large number of different displays [may be stored] are storable in said memory means and displayed at time selected

periods independently of external electronic signals from a remote source.

25 (New Claim)

The display sign of Claim 24 further characterized in that receiving means is provided at said display sign for receiving transmitted electronic signals representative of the plurality of displays from the remote source to the display sign.

26 (New Claim)

The display sign of Claim 24 further characterized in that said display sign is readily transportable and completely self-contained and positionable at a generally fixed location for operation at that fixed location

27 (New Claim)

The display sign of Claim 24 further characterized in that said display sign is locatable at a substantial distance from a display generating means at said remote source so that said display sign is operable as a self-contained unit independently of any networking for generation of displays.

28 (New Claim)

The display sign of Claim 24 further characterized in that said system comprises means in said display sign for sequencing a plurality of sequential displays which are generated at a remote

source and transmitted to said display sign and which are regenerated from the stored electronic signals and displayed at the display sign.

29 (New Claim)

The display sign of Claim 24 further characterized in that said system comprises means in the display sign and associated with the processing means for holding a plurality of displays in the form of digital signals for ultimate presentation on said display member and presentation of said displays at any of a plurality of time selected periods.

30 (New Claim)

The display sign of Claim 24 further characterized in that said display member comprises a flat panel high resolution plasma operated screen.

31 (Resubmitted)

A method for generating a plurality of individual static displays at a remote source and electronically transmitting the displays to a readily transportable display sign located at a substantial distance from the remote source for presentation, said method comprising:

- a) electronically generating a plurality of displays at a remote source with each in the form of a visual image;
- b) converting the visual image to corresponding electronic signals at the remote site;
- c) storing the electronic signals in a temporary storage at the remote site for ultimate transmission to the display sign;
- d) transmitting the electronic signals to a self-contained and dedicated computer processing means at the display sign and located in the display sign;
- e) storing the fixed images of the displays in the form of digital signals in a memory means forming part of said computer processing means and which also forms part of the display sign;
- f) positioning the display sign at a fixed location for operation at that fixed location for a display of advertising and other information to a group of people simultaneously at a public facility; and

g) re-generating the display from the digital signals and displaying same on the display sign enabling the advertising and other information to be presented for promotion of products and services on a large screen format.

32 (New Claim)

The method for generating the display of Claim 31 further characterized in that said method comprises automatically controlling at the display sign the time of each display and the particular display which is regenerated at the display sign.

33 (New Claim)

The method for generating the display of Claim 32 further characterized in that said display sign is operable without need for electronic signal networking, such that the display sign operates as a self-contained and stand alone unit.

34 (New Claim)

The method for generating the display of Claim 31 further characterized in that the images are fixed and non-continuous.

35 (New Claim)

The method for generating the display of Claim 33 further characterized in that the method comprises sequentially transmitting said plurality of displays from said remote source to said display sign and storing the digital signals at said memory means in said display sign, and providing display generating signals at said processing means for sequentially displaying said individual displays.

REMARKS

This present amendment is being herewith submitted in order to place this continuation application in better condition for examination. In this respect, the applicant has amended the specification to recite the chain of applications upon which priority is based. Other corrections similar to those made in the previous application are also made herein.

With respect to the cited prior art, the applicant references that prior art cited in the previous application, since the claims in this present application have a structure similar to the claims in that previous application.

Slight changes have been made to the claims in the instant application compared to those in the previous application. In this present application, Claims 8-16, for example, do not call for the plasma operated display panel. Rather, these claims call for a relatively thin high definition and high resolution display panel. In short, this eliminates the conventional prior art displays, such as those of nixi tubes, cathode ray tube displays, diode matrix displays, and the like. None of the those prior displays are relatively thin and certainly are not high resolution and high definition displays. These slight changes only afford the applicant that opportunity to encompass other similar types of displays which may be developed in the future and which are not necessarily based on a plasma, per se. Nevertheless, it is believed that these claims should be allowable, since corresponding

claims containing the plasma operated display was allowable in the previous application.

Claim 17 of this present application differs from Claim 17 of the previous application as originally submitted, in that it calls for the computer means operating on the basis of a series of sequential programmed instructions, either at a predetermined time or on a real time basis. Moreover, the claim calls for the dedicated computer means which operates the display.

An examination of prior art cited in the applicant's previous application and, for that matter, the parent utility patent application, will reveal that there is no such answering structure. Indeed, that prior art has been discussed thoroughly and repeatedly in these previous applications. As a result, the remarks with regard to these prior art references are incorporated herein by reference to those previous applications. Notwithstanding, there is not one reference which shows the use of a dedicated computer in a display sign for addressing the display screen.

Several of the systems do use a computer system, but they are not incorporated in the sign and dedicated to the operation of that sign. A simple example is the Malec, et al Patent No. 5,287,266 which uses a central based computer operated system but only a display screen on the individual carts. The other references, such as the Dummond, Jr., et al Patent No. 5,218,629 discloses a display screen on a bus. Dummond, Jr., et al is silent as to where the screen is located, although it would appear, based on a simple reading, that it is not located at that sign. Amo, et al Patent

No. 5,844,181 discloses another system for display of information. Again, this is a very different type of system and is essentially a news presentation system. In short, there is no prior art reference which even begins to anticipate the subject matter as presented in Claims 17 and 18.

Claims 19-23 similarly do not call for the plasma operated display screen. However, and for the same reasons discussed previously, it is believed that these claims are allowable.

In view of the foregoing, an early action on the merits of the claims and allowance of these claims is therefore respectfully solicited.

Dated: 2/21/01, 2001

Respectfully submitted,


ROBERT J. SCHAAP
Attorney for Applicant
Registration No. 20,577
(818) 346-6555

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: COMMISSIONER OF PATENTS AND TRADEMARKS, WASHINGTON, D.C. 20231 on Nov. 6, 2001.

Julian Cuccio
(Signature)

Date of Signature: Nov. 6, 2001